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PAUSE IN UPWARD CLIMB OF DS&E'S TECHNICAL DEMAND INDEX

The steady upward trend of recruitment advertising activity has come to a standstill in the final quarter of 1983, reports Deutsch, Shea & Evans, Inc.

Although DS&E's High Technology Recruitment Index, based on a three-month running average, dipped only one point to 107 in October, the single-month figure for November registered a 10-point drop, falling from 110 to 100. This is, however, well above the monthly figures registered for the past year and a half.

A last-quarter pause in recruitment ad volume is not unusual, says DS&E, which sees a resumption of the upward movement of the Index in the first quarter of 1984.

(continued)

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
December, 1982	97	94
January, 1983	96	97
February	98	94
March	87	93
April	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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